

For Immediate Release:

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**Mayor Reed and Councilmember Oliverio to Provide Halloween
“Books for Treats” at Downtown Willow Glen Trick-or-Treat Event**
Goal: Encourage Healthy Reading Habits Not Cavities

Event: Mayor Chuck Reed and Councilmember Pierluigi Oliverio team up with local non-profit **Books for Treats** to provide **free books** to preschool children as a Halloween alternative to candy and junk food.

When: Halloween
Wednesday, October 31, 2007
11:15 a.m. – Mayor Reed and Councilmember Oliverio pass out books to preschoolers.
Preschool trick-or-treating: 10 a.m. to noon. School-age children: 3 p.m. to 5 p.m.

Where: Garden Theater, Willow Glen
1165 Lincoln Avenue
San Jose, CA 95125

*Note: Books for Treats will also provide school-age children with books at **Ida Jew Elementary School**, 1966 Flint Ave., off Marten near White Road in East San José, from 2:30 p.m. to 5:30 p.m.*

Who: Mayor Chuck Reed, City of San José
Councilmember Pierluigi Oliverio, City of San José
Preschoolers from throughout San José

Background: Trick-or-treating at the businesses along Lincoln Avenue in Downtown Willow Glen has become a tradition for children throughout San José. With concerns about childhood obesity and children’s health on the rise, as well as a need to encourage families to spend time reading with their youngsters, local resident Rebecca Morgan created Books for Treats to “feed children’s minds, not their cavities.”

For more information, visit www.BooksForTreats.org.

Visuals: Small children will be dressed for Halloween.

Interviews: Mayor Reed and Councilmember Oliverio will be available for one-on-one interviews.